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## FACE-LIFT WITH THE USE OF AN AESTHETIC MASSAGE TECHNOLOGY: STRATEGY AND TACTICS

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## Summary

To date, massage technology can achieve the desired lifting effect, as well as to maintain the lifting effect is achieved by surgical methods. The choice of tactics aesthetic massage must be justified, and the program of lifting individual.

One of the main action is the remodeling of the face and necks, which requires adequate stimulation of its physiological capabilities, aimed to recreate the three-dimensional organization and increase water capacity of the main substance of the dermis, the restoration of quality and quantity of fibrous structures, increased proliferative activity of fibroblasts. From the standpoint of achieving the desired result such as the rehabilitation phase of the relief of skin in problem areas of face, neck and neck, simulations of an oval face, the shortfall amount of soft tissue is a major and decisive.

Esthetic massage technique proposed by us, based on a combination of different chiropractic techniques: effects on the skin, muscles, ligaments, face and neck, vascular tone, the state of the lymph ducts, reflex points and facial zone. It allows you to potentiate the effects of other methods of rejuvenation and leads to more effective anti-aging complex.

Impact on the reflex zones and acupressure points for aesthetic facelift massage lead to: correction distress syndrome, stimulation of metabolic processes, improve sleep, normalization of muscle tone, activation of tissue regeneration, increased hormonal activity.

Important components of aesthetic lifting massage - the duration of the sequence of steps, the repetition of massage techniques, combined application with other medical factors - hardware physiotherapy (iontophoresis, dermal mikrolifting, miostimulation, the use of low-energy laser radiation), cosmetic procedures, hormone - replacement and antioxidant therapy, techniques respiration. Conclusions

When forming a lifting massage programs are not encouraged to develop long-term scheme of massage for patients with a strong gravitational ptosis and excess skin, with a predominance of large folds, the second chin. The patient should be advised to consult a plastic surgeon, should be encouraged to consistently complete a comprehensive cosmetic and therapeutic programs for patients who insist on quick results, with consultation of patients with exaggerated and inappropriate expectations of the need to emphasize the limitations and possible side effects and complications of procedures.

Application of the technique of aesthetic face and neck massage in an anti-age-lifting programs can improve their effectiveness, both through the achievement of local anti-aging effect and improve the overall condition of the patients.

To date, massage technology can achieve the desired lifting effect, as well as to maintain the lifting effect is achieved by surgical methods. The choice of tactics aesthetic massage must be justified, and the program of lifting individual.

Aging skin is a complex physiological process, the results of which many women are trying to expose the correction. To date, there exists a sequence of actions for the implementation of programs heroprotection as: maintaining or restoring a single tooth row; correction of skin folds in the middle and / or lower third of the face, and any asymmetry should begin with a tour of a dentist (orthodontist). Also an important component of the program heroprotection is the normalization of muscle tone of face and neck. To maintain the muscular frame the person is extremely important to balance the activity of muscles of the lower third of the face, prone to hypertonicity, and muscles of upper two-thirds of affected atony and gravitational ptosis in the entire array of soft tissues. Further, but an integral part of anti-aging program is to restore the epidermal barrier, which is carried out after determining the type and objective of the skin individually.

One of the main action is the remodeling of the face and necks, which requires adequate stimulation of its physiological capabilities, aimed to recreate the three-dimensional organization and increase water capacity of the main substance of the dermis, the restoration of quality and quantity of fibrous structures, increased proliferative activity of fibroblasts. From the standpoint of achieving the desired result such as the rehabilitation phase of the relief of skin in problem areas of face, neck and neck, simulations of an oval face, the shortfall amount of soft tissue is a major and decisive.

Factors that must be accounted for in the preparation of individual program of aesthetic geroprotection: constitutional type of skin; architectonics of the person; type of skin aging; skin structure according to ultrasound; assessment of skin blood flow volume rate; compliance with the biological age passport; history and counseling related professionals - an endocrinologist, gynecologist, dentist, etc; Identifying common contraindications to the proposed treatment procedures; habits patient (smoking, excessive sunburn, etc.).

Patient's psychocomplaints and expectations.

To compile the program face lift is important to assess the external signs of aging (according to I Kolgunenko, 1974). The main features are: decrease in elasticity of soft tissues; dryness and thinning of the skin; rugosity (folds of skin); senile strain. Minor signs are: edema and pastose around the eyes; porosity; telangiectasia, rosacea, star angiomas (ruby calf); hypertrichosis, hirsutism; hyperpigmentation; seborrheic keratosis (papillomas, warts, spots); xanteliasmes. Signs of aging neck and lower third of the face are: horizontal folds; increase in neck-chin angle; vertical folds down from the corners of his mouth; distortion of the contour of the mandible. Signs of midfacial aging are: lacrimal groove - a sharp relief the boundary between the lower eyelid and cheek; increasing the height of the lower eyelid; malar bag - age terrain below and away from the lacrimal groove; nasolabial fold. Signs of aging upper face area are: infraplacement lateral tip of brow, on which the above symptoms; the appearance of excess skin of the upper eyelid; orientation of the lateral canthus down; Independent feature - transverse forehead wrinkles and longitudinal - on the nose. Depending on the area and the main signs of aging is necessary to choose the technique of manual treatment for the best anti-aging effect. To date, allocate such basic types of aesthetic lifting massage: anti-age; limphovasal; neurophysiological; other special equipment: postoperative with age and problem skin around the eyes.

The main approaches for lifting massage aging skin are: sparing effect; combination of different chiropractic techniques; alternation with acupressure techniques vascular; possibility of individual approaches.

Aesthetic massage technique proposed by us, based on a combination of different chiropractic techniques: effects on the skin, muscles, ligaments, face and neck, vascular tone, the state of the lymph ducts, reflex points and facial zone. It allows you to potentiate the effects of other methods of rejuvenation and leads to more effective anti-aging complex. Identified the main effects of aesthetic massage: revitalization of the sebaceous glands; normalization of blood and lymph circulation; reduce swelling of the face.

Aesthetic massage affects: subcutaneous fat; muscle tone; lymph vessels and nodes; nerves. To work with different skin needs special massage techniques, in which should consider: thickness, elasticity and skin turgor; psycho-emotional lability; somatic pathology; hormonal imbalances; activates the lymph and blood circulation; normalizes the secretory function of sweat and sebaceous glands; increases the metabolic processes in the body; increases the elasticity of muscle fibers and efficiency of muscles, improves blood supply to the joints; has a profound effect on the peripheral nervous system: the weakening or eliminating pain, improving nerve conduction, accelerating the regeneration process when it is damaged, preventing or reducing vasomotor sensory and trophic disturbances; causes expansion of operating and disclosure of reserve capillaries; creates a more abundant irrigation with blood not only massaged area, but a reflex and acupressure points for aesthetic facelift massage lead to: correction distress syndrome, stimulation of metabolic processes, improve sleep, normalization of muscle tone, activation of tissue regeneration, increased hormonal activity.

Program of individual lifting procedure begins with the definition of skin and musculo- ligamentous apparatus of the person, which includes: assess patient's health status; analysis of the factors of skin aging; compilation package of preventive and curative measures; selection of the duration and intensity of the aesthetic procedures of massage; making recommendations to further support the result of correction. Important components of aesthetic lifting massage - the duration of the sequence of steps, the repetition of massage techniques, combined application with other medical factors - hardware physiotherapy (iontophoresis, dermal mikrolifting, miostimulation, the use of low-energy laser radiation), cosmetic procedures, hormone - replacement and antioxidant therapy, techniques respiration.

Performance technique of massage consists of 4 main groups of techniques: stroke; drainage; kneading; vibration with acupressure location: Periodic change of the patient's head, changing the angle of your fingers to massage therapist working on the surface.

The main steps in the procedure.

The introductory part aims to prepare tissues, sedation and drainage of the venous and lymphatic systems To achieve a good lifting effect to the main part must rotate the depth of the musculo-ligamentous corset with the impact on venous and lymphatic system with the addition of special niche kneading

manipulation In the final part of the shoot sedation muscle tone and conduct of venous drainage and lymphatic systems Massage should begin and end with a lighter and softer techniques and energetic movement should be carried out in the middle of the session.

The principles of massage periorbital region - the principle of contrast change impacts - primarily the impact on the mechanoreceptors (wavy effect), as well as a variety of highly specialized variety of movement on the principles of small-amplitude motions - the impact on the center of the receptive field (the minimum distance between the fingers), the continuity and multidirectional stimulation - a constant changes of direction.

In conclusion, it should be noted that, when the massage is not recommended lifting programs to develop long-term scheme of massage for patients with a strong gravitational ptosis and excess skin, with a predominance of large folds, the second chin. The patient should be advised to consult a plastic surgeon, should be encouraged to consistently complete a comprehensive cosmetic and therapeutic programs for patients who insist on quick results, with consultation of patients with exaggerated and inappropriate expectations of the need to emphasize the limitations and possible side effects and complications of procedures.

Application of the technique of aesthetic face and neck massage in an anti-age-lifting programs can improve their effectiveness, both through the achievement of local anti-aging effect and improve the overall condition of the patients.

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